

THE INFINITE LOOP OF DIGITAL TRANSFORMATION

BUILDING EXPERIENCE BRANDS
FOR THE JOURNEY ECONOMY

ICREON

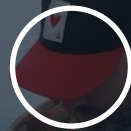


PAUL MISER

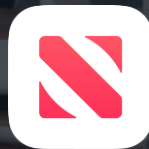




DEVICE



SERVICES



WHAT'S NEXT

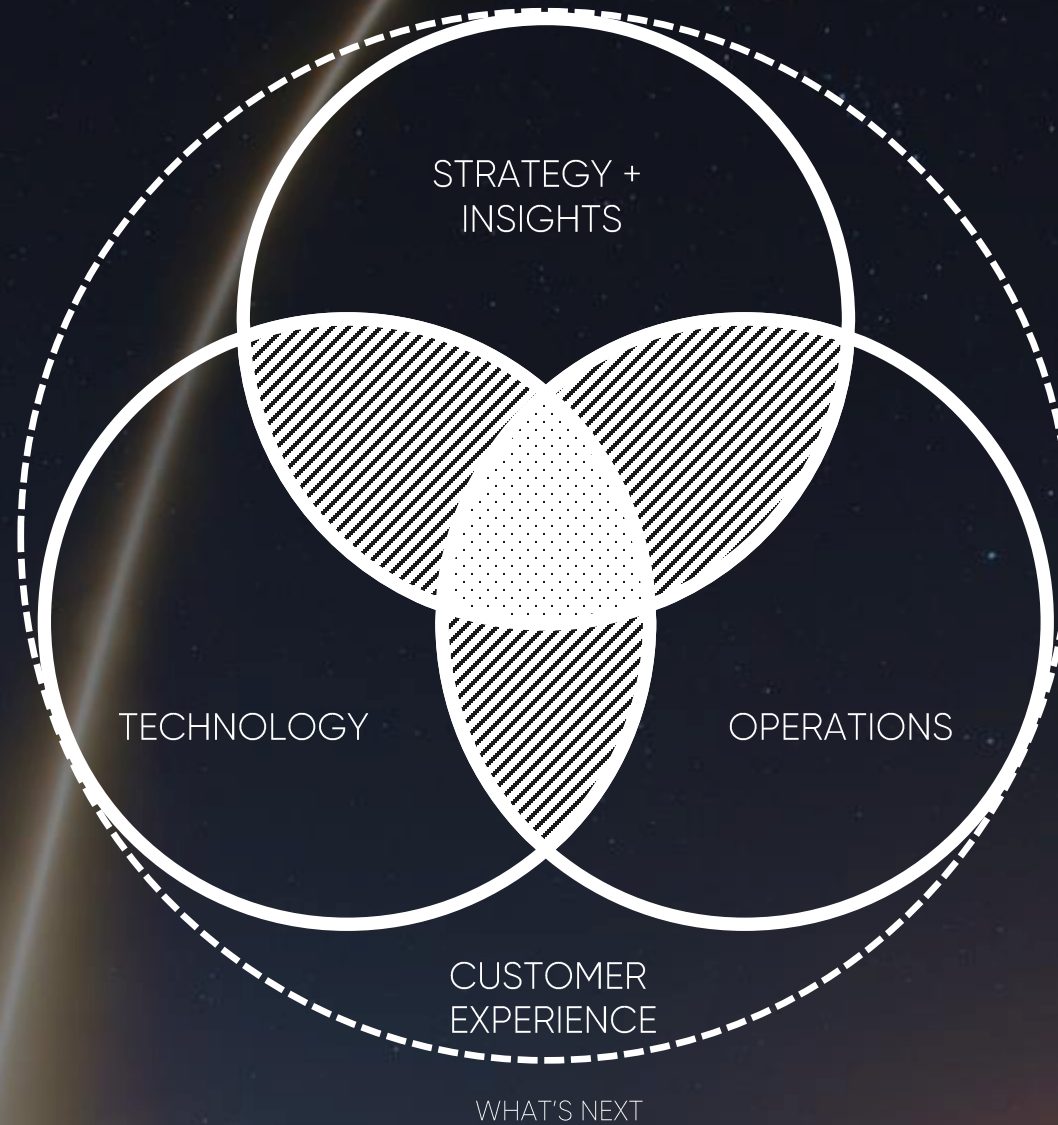
EXPERIENCE BRAND



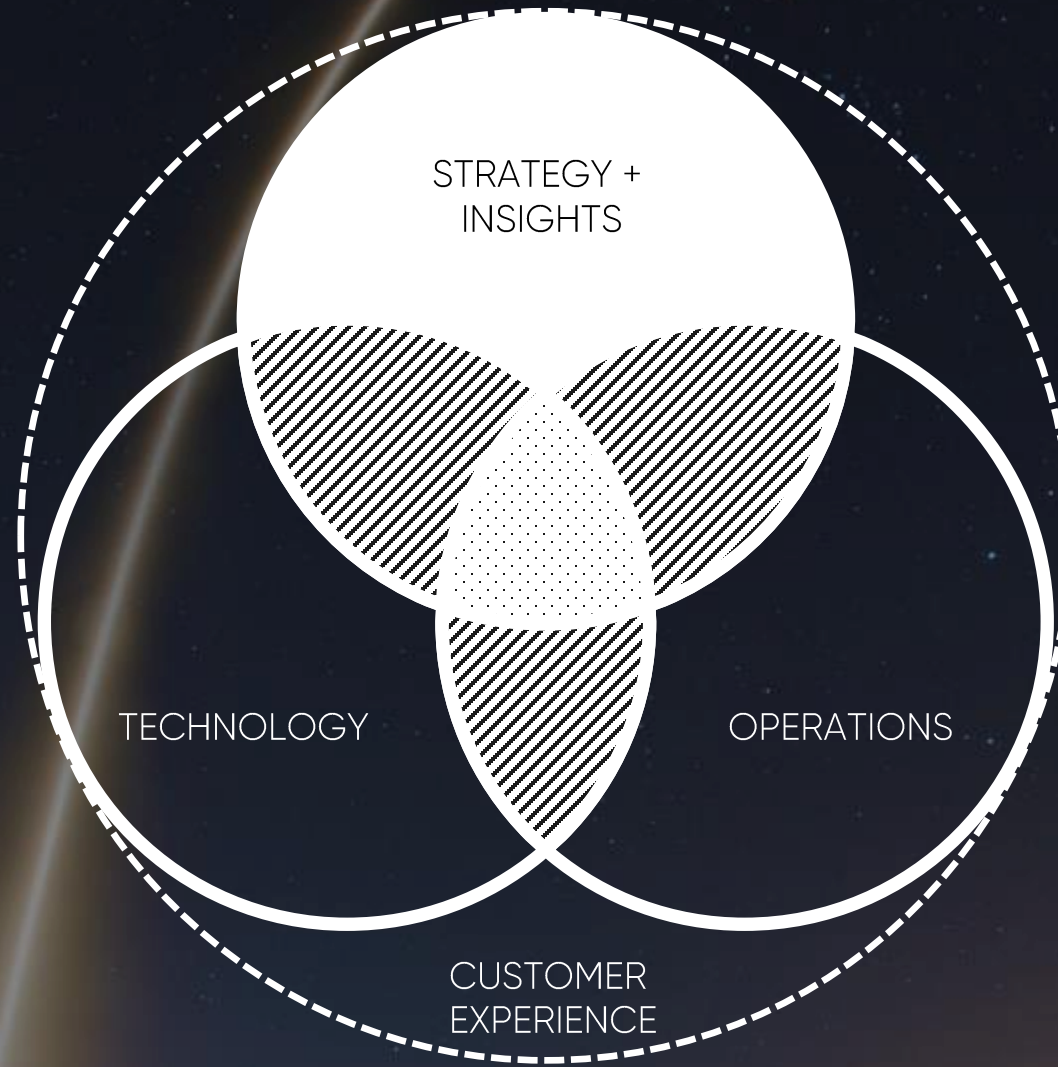
BRANDS THAT CONTINUOUSLY CREATE
INCREMENTAL AND NEW SYMBIOTIC VALUE
WITH THEIR CUSTOMERS ACROSS THE
ENTIRE CUSTOMER JOURNEY.



CONTINUOUS VALUE CREATION



CONTINUOUS VALUE CREATION



WHAT'S NEXT

INSIGHTS STACK

BECOMING AN **EXPERIENCE BRAND**

STRATEGY

DIRECT
INSIGHT

ADJACENT
INTELLIGENCE

TERTIARY
EXPLORATION

ONGOING TRACKING
(Progressive Feedback Loop)

WHAT'S NEXT





LINCOLN

FROM MANUFACTURING TO **MOBILITY** FROM OWNERSHIP TO **MEMBERSHIP**



DIRECT INSIGHT

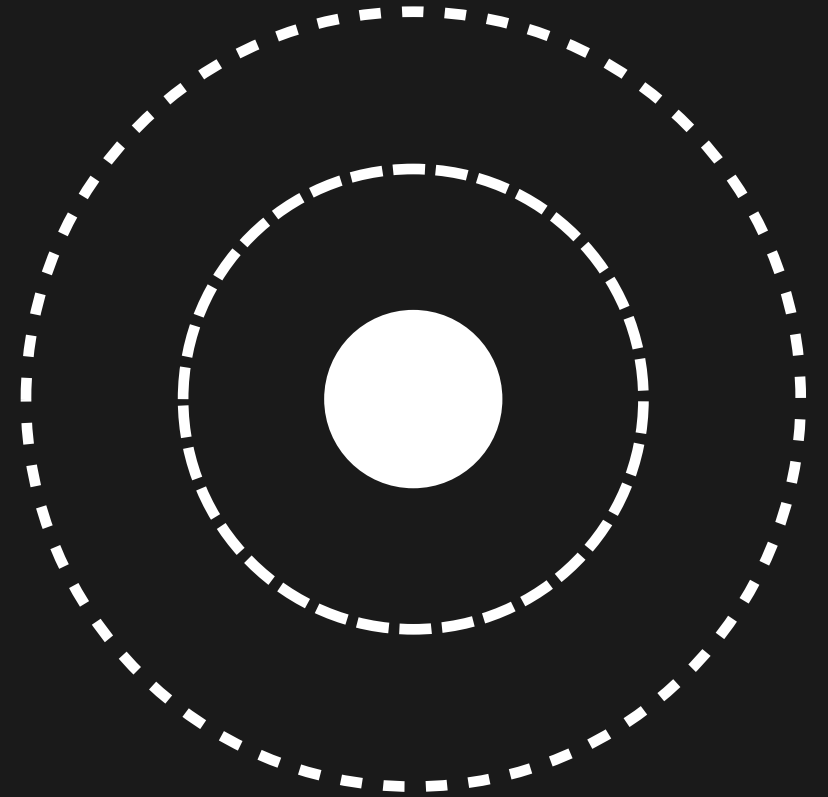
Understanding The World Around Us.

Audience + Segmentation

Direct Competition

Industry Trends

Customer Engagement



What Alternatives Do We Compete With?

Competitive Alternatives

Audience Behavior with Alternatives

Micro Societal Trends



What Behaviors Are Affecting Other Industries?

Audience Passion Points

Cross Industry UX / CX Trends

Macro Societal Trends



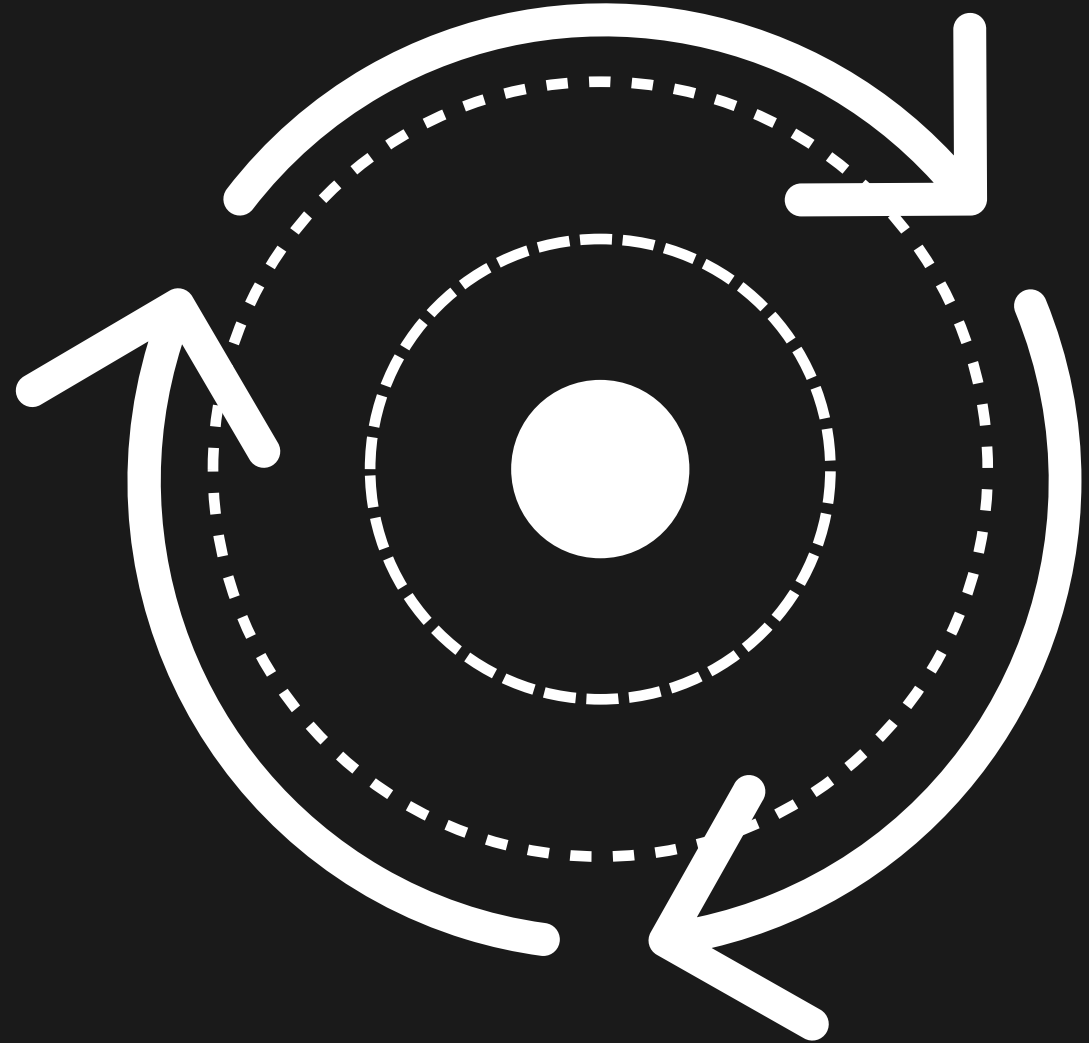
ONGOING TRACKING

Keeping A Pulse On Change.

Cross-Functional Sharing

Data Visualization Dashboards

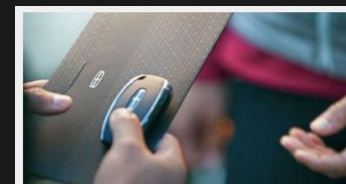
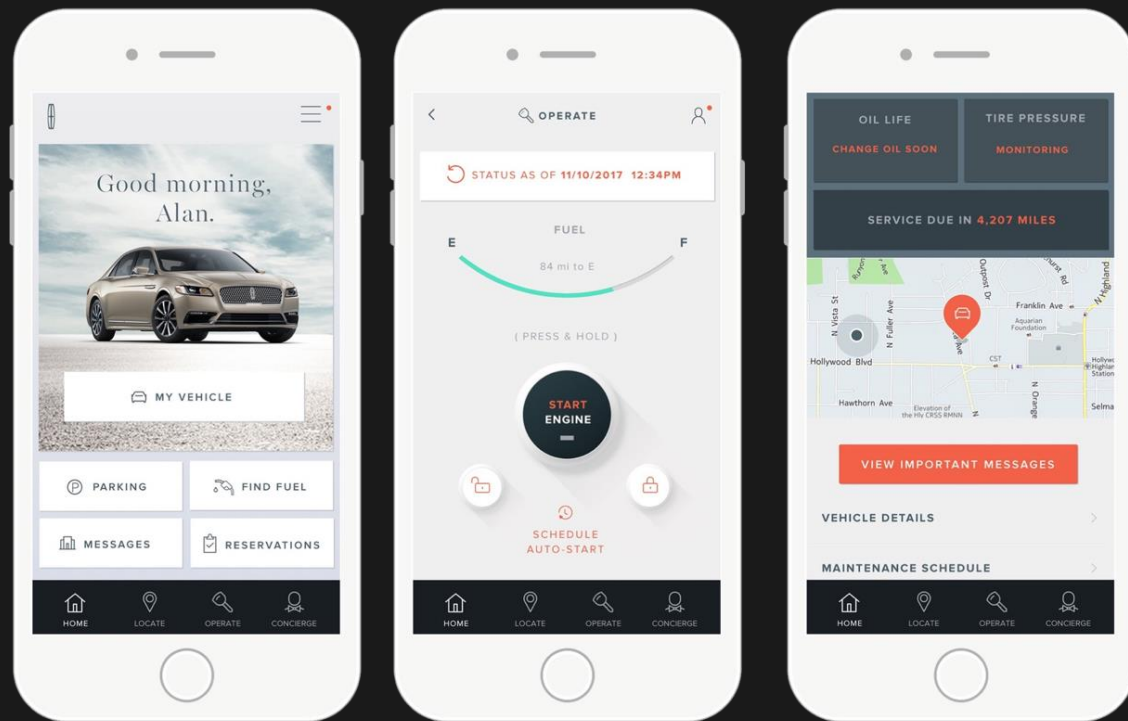
Insight Engines



WHAT'S NEXT

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FROM MANUFACTURING TO **MOBILITY** FROM OWNERSHIP TO **MEMBERSHIP**



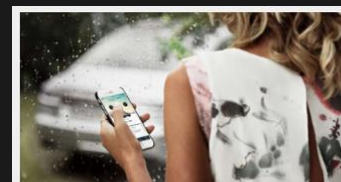
PICKUP & DELIVERY

Easily schedule service and we'll bring you a loaner vehicle when we pick up yours. Set a date, time, and location and we'll work around your schedule.



FIND FUEL AND PARKING

Find nearby gas stations quickly, filtering by price and fuel. Plus, spend less time circling the block by reserving and paying for parking near your destination.



REMOTE START

Start your engines. With a tap. Remote operation lets you start, stop, lock and unlock your car from the comfort of your phone.

KEY TAKEAWAYS

1. BE CUSTOMER-CENTRIC
2. MOVE BEYOND THE TRANSACTION
3. ALIGN YOUR MINDSET FOR GROWTH
4. MAP INSIGHTS TO VALUE FOR THE
CUSTOMER & COMPANY

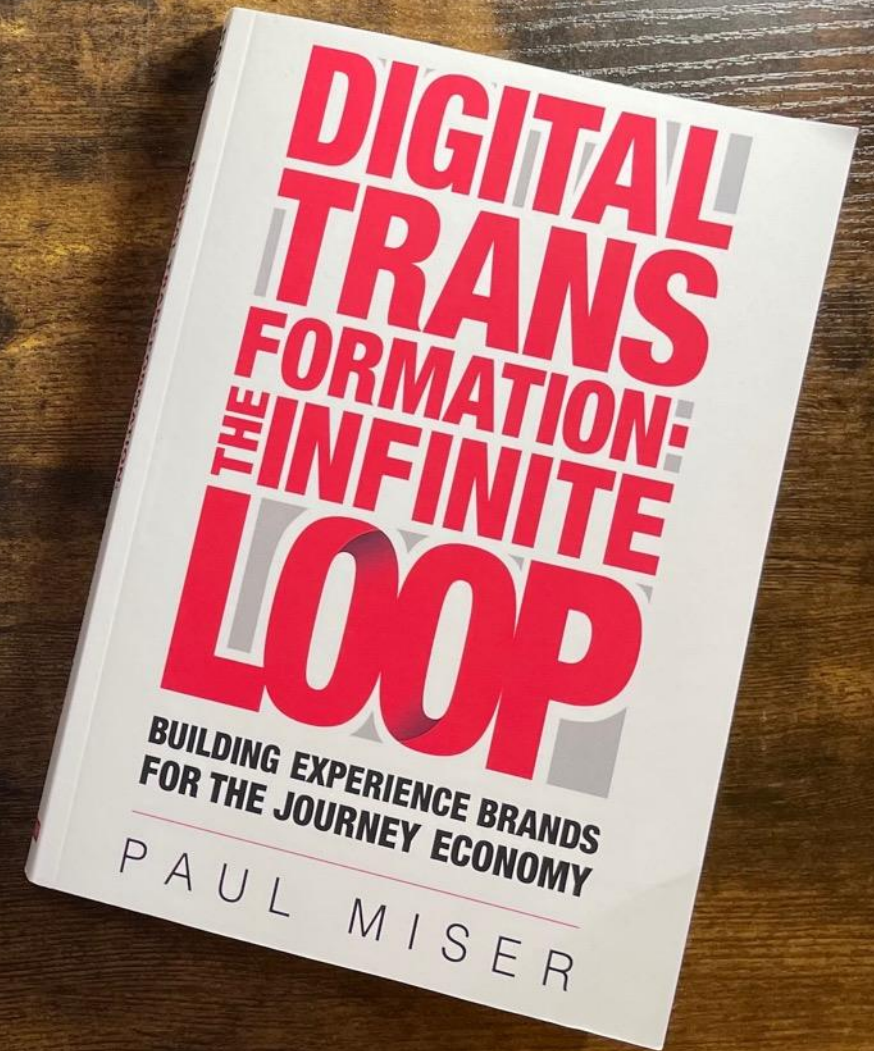


DIGITAL TRANSFORMATION: THE INFINITE LOOP

BUILDING EXPERIENCE BRANDS
FOR THE JOURNEY ECONOMY

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THANK YOU



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